

HPTE Express Lanes

When it matters most // Winter Creative

January 28, 2019



OVERVIEW

This campaign began in 2018. It features relevant, emotionally compelling reasons for drivers to consider the Express Lanes. These simple stories are conveyed through punchy headlines and images of 'real' people. A tight chart graphic reinforces the routes and the reasonable fees.

For the Winter Refresh, we have developed seasonal scenarios based on insights from focus groups, winter sports enthusiasts, and those who frequently travel between the mountains and Denver. Weekend warriors, day skiers, weekend skiers, families that own a second home, tourists, and locals are all represented.

PRIMARY TARGET:

Recreational winter sports loving commuters on I-70.

SECONDARY TARGET:

Mountain residents who commute to Denver.

HPTE I-70
Winter
Creative



**Maximize air time.
Minimize drive time.**

**EXPRESS
LANES**

When it matters most

expresslanes.codot.gov



I-70 MTN	US36	I-25 CENTRAL	I-25 NORTH
Cost: \$6			
Up to 10 mph faster			

2019

From big air
to airport.

**EXPRESS
LANES**

When it matters most

expresslanes.codot.gov



I-70
MTN

US36

I-25
CENTRAL

I-25
NORTH

Cost: \$6



Getting there on time
is a breeze

**Less drive time.
Less time to
drive you nuts.**

**EXPRESS
LANES**

When it matters most
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I-70
MTN

US36

I-25
CENTRAL

I-25
NORTH

Cost: \$6



**Home in time
for homework**

HPTE I-70
Winter
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THANK YOU

2019